

SPECIAL NOTICE.

PLEASE NOTE
SPECIAL

Every well wisher of the Great Dominion
of Canada should read this pamphlet.

Canada's Great International Exhibition.

MAY 24th to OCTOBER 31st, 1896.

COMPILED BY

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Commissioner for Great Britain, and Member of the Committee
on Awards California International Exposition, etc.

ADDRESS (PRO TEM)

St. Lawrence Hall, MONTREAL.

1895
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"It may be laid down as an axiom that the chief and direct advantages of an Exposition are derived by the country which holds it."

(Cole.)

I would like to say one word more in favor of Canada. Whilst in that country I was told that it was an unknown region to Englishmen, and although emigration to its shores was an every day occurrence, and accounts of her beauties and great resources were scattered broadcast, she has not as yet been thoroughly appreciated by the pleasure-seeking tourists. Certainly some impetus to Canadian travel has been given by the visit of the British Association to Montreal, but a greater interest in the country was much to be desired. A trip to Canada is now easy of attainment, and much less formidable than a trip to Rome was half a century ago. The Atlantic is now crossed with safety and comfort in a very few days, and what more interesting trip to an Englishman than a visit to "Canada, the flourishing, loyal colony, with such a romantic history—Canada, with her huge inland seas and magnificent rivers,—the highways of a vast and rapidly increasing commerce, whose national voice resounds over a scene as varied as it is beautiful."

WILLIAM SMITH.

*F.S.A.S. 1892 in a Yorkshireman's trip to
the U.S. and Canada.*

The promotion and consummation of Canada's great Exposition, 1896, will do more in making known the Dominion's great resources than anything else has done during the last 30 years.

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IT has been well said that expositions are the mile-stones of progress, the measure of the dimensions of the productive activity of the human race. They cultivate taste, they bring nations closer to one another, and this promotes civilization; they awaken new wants and lead to an increased demand. They contribute to a taste for art, and thus encourage the genius of artists.

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There are no more continents to discover, but there is much to do to make both hemispheres the home of intelligence, virtue and consequent happiness. To that end no one material thing can contribute more than expositions, to which are invited in a fraternal spirit all nations, tribes and people, where each shall give and receive according to their respective capacities. The above extracts are from an eloquent speech of the Hon. Thos. Palmer, president World's Columbian Commission.


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Almost without exception these Expositions have been industrially, artistically and financially successful. They have influenced the nations in which they have been held in no small degree.


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They have stimulated to renewed activity, have created a generous rivalry, and have heralded a progress which would not have come in 20 years in the ordinary course of events.


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 Canada's Great Exposition will open up new avenues of trade, and old ones will be broadened, and both will bring the Dominion millions of dollars and thousands of people,—that will be the result to the commercial world.

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 As an institution of wide educational value, its effect will be quite as great.

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 New modes of life and action, new phases of art and triumphs in science and industry will be brought before the people of the Dominion in a form which will leave an indelible impression.

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Taking the last three great Expositions,—Paris 1889, Chicago 1893, California 1894—Paris Exposition made a profit of 8,000,000 francs, or \$1,600,000.

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The gold reserve or balance in the Bank of France was enormously increased.

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The various railroad companies admit an increase in their receipts over the same months of the preceding year of over 66,000,000 francs.

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The City of Paris Omnibus Co. of 4,000,000 francs.

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The Cab Company of 1,558,000 francs.

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There were some 300 private open spring wagons making as high as \$50.00 a day each, profit.

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The tramways from May 6th to Oct. 31st earned over 1,500,000 francs.

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The belt line and Seine steamboats did equally as well.

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The theatres all showed large gains, the total excess of receipts of the same time (6 months) in a previous year being 19,867,555 francs.

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The restaurants were great gainers, the increase being at the Champ de Mars alone of 1,640,000 francs more than the previous year.

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To this must be added the strictly private receipts, which must have amounted to many millions. From this the city of Paris received untold benefit.

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No less than 28,149,353 admissions by ticket to the Exposition being entered.

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It is also a most remarkable fact that during the World's Fair, 1889, Paris was exceptionally healthy, statistics indicating a diminution in the rate of mortality as compared with former years.

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Philosophers have said for centuries past that one does not think of dying when happy, and perhaps this may explain the incongruity. One thing is certain, that neither the Parisians themselves nor their visitors had time to think of getting ill.

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Then Chicago's World's Fair was a still more remarkable success than even Paris, and both public and private enterprises made more money than in a dozen years previously.

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Both these were gigantic enterprises, therefore let us take the last great Exposition held in San Francisco from January 1st to July 4th, 1894.

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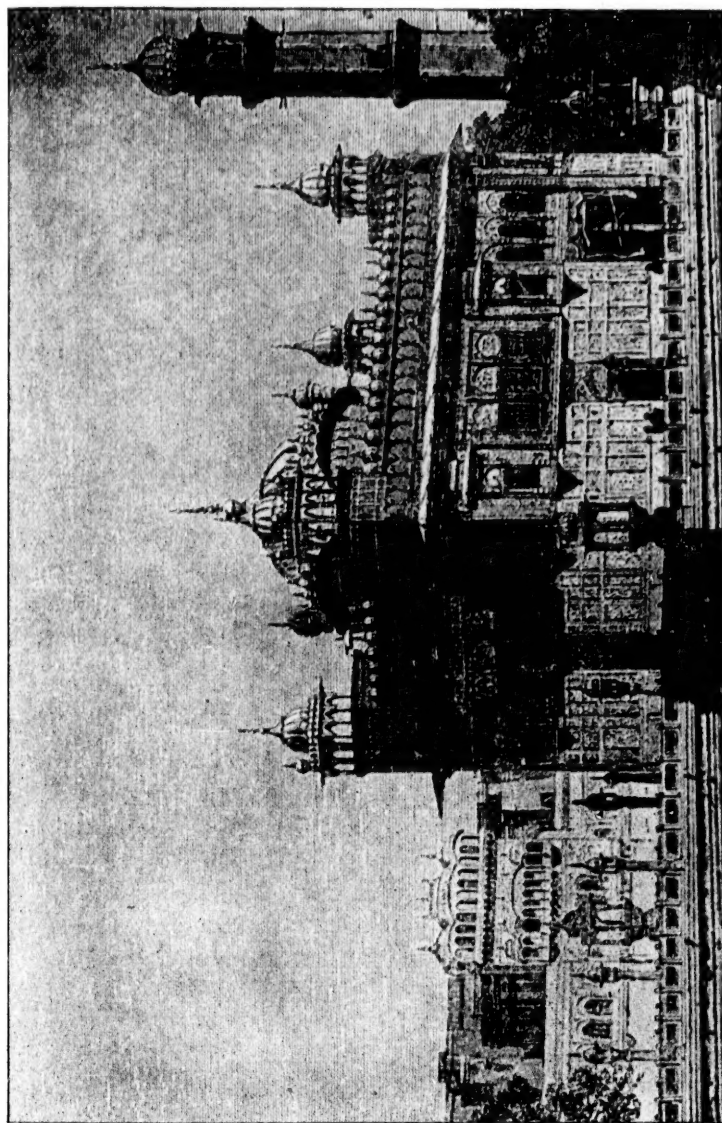
An Exposition conceived on May 31st, 1893, and successfully opened within seven months of its conception.

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An Exposition that ranks third with the great Fairs of the universe.

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It reads like a fairy tale (no pun intended) to find that an Exposition in a State of one and a half millions of people, thousands of miles from the great centres of population, should have been so enormously successful.



PROPOSED FINE ARTS BUILDING.
CANADA'S GREAT INTERNATIONAL EXPOSITION 1896.

It had the most beautiful grounds and buildings, and in proportion to Paris and Chicago quite as successful.

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Chicago was able to found a Columbian Memorial Museum, and California likewise, owing to the large surplus left after paying all demands.

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Of California Exposition, the beautiful grand court remains, also the Egyptian brick art gallery, and in it over 600 of the best exhibits and works of art of enormous value, purchased from the profits of the Exposition.


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The fact seems marvelous in a time of general financial distress, when all financial and industrial interests were suffering from contraction, when a wave of distrust and disaster was sweeping over the world, and the men behind the soundest of institutions were trembling for the future. This idea of California's Exposition was launched and forced to a successful issue.

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From it California has taken new life ; from it the golden State has become known all over the world ; every industry within its borders has received encouragement, every element in the well-being of the State has received a stimulus which will be felt long after the Fair is only a memory.

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 What Paris, Chicago and California have done, Canada will do in 1896. Not on so large a scale as Paris or the World's Fair, for in the great maze of exhibits at Chicago it was a physical impossibility to see them all. In such a maze

the best was seriously at a disadvantage, and those who knew the value of their own displays will understand that Canada's Exposition will be more select in its character but quite as International in its scope.

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It is intended to have the main buildings Oriental in character and very typical of the East Indian Empire.

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Of these the Manufacturers and Liberal Art's Building would be the largest, and resemble in exterior the pavilion of Turka, Kaiser Bagh Lucknow.

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The next building of importance will be the Machinery and Electric Hall, with its exterior on the lines of the Gateway at Secundra.

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And the Agricultural and Horticultural Building to resemble the Palace at Lahore.

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The Administration Building in appearance like unto the Golden Temple of the Sikha Amritsar.

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And the Fine Art's Building on the lines of the Temple of Amritsar.

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This last building to be very substantially built, that it may be left to commemorate Canada's Great Exposition of 1896.

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Also to have buildings giving a street in Peshawar, India.

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STREETS OF CAIRO.

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A reproduction of old Paris.

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A reproduction of old Edinburgh.

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A REPRODUCTION OF OLD LONDON.

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An Irish industrial village.

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In buildings of appropriate construction, all nations, all tribes and all people will show the manners and customs of their own lands, and add to the importance of the Exposition, possessing an educational value that cannot be overestimated.

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Three special prizes open to the world, of \$500 each, either in gold coin or a trophy of that value.

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For the best appliance or appliances for Dairy Farming.

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For the best farm implement or implements.

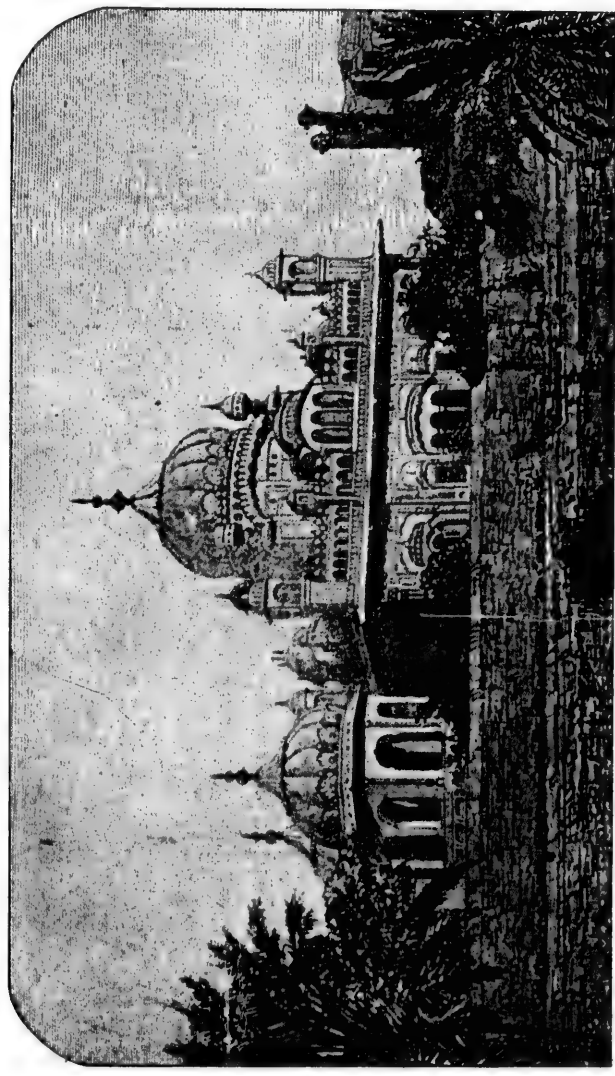
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PROPOSED HORTICULTURAL AND AGRICULTURAL BUILDING.
CANADA'S GREAT INTERNATIONAL EXPOSITION 1886.

The third prize ——— for the most useful all round invention connected with electricity, and exhibited for the first time at Canada's Exposition 1896.

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In awarding these prizes, preference will be given to those inventions proving the most suitable to the requirements of the Dominion of Canada.

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Gathered from all over the world will be a loan collection of historical articles, and appended to each the data that made them famous.

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Most children are lovers of dolls; therefore, to please the juvenile visitors to the Exposition, it is hoped and expected, to have the loan of the collection of dolls of her most gracious Majesty the Queen, also the dolls of other illustrious people.

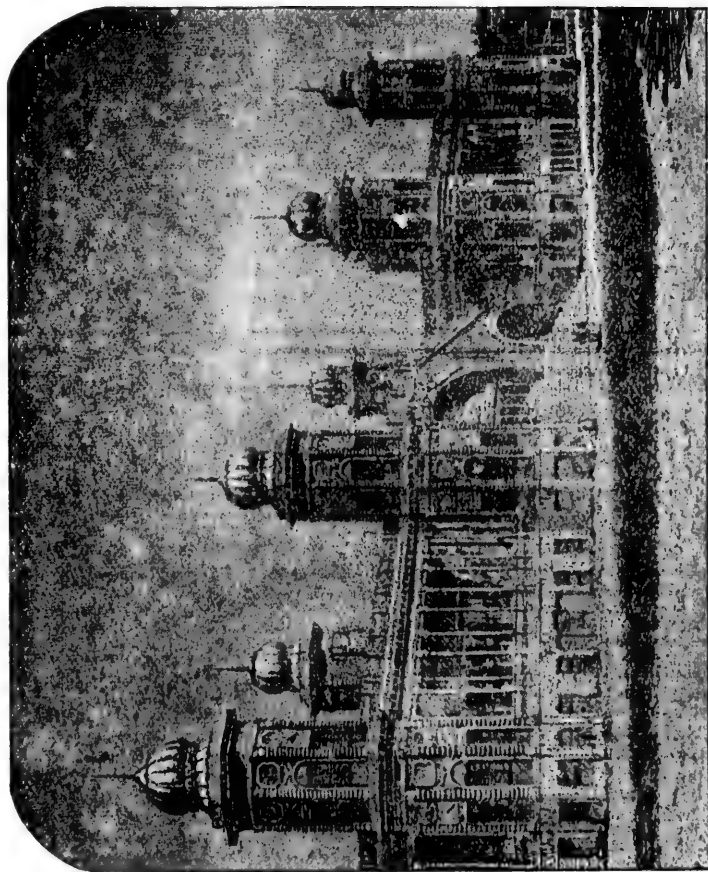
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In connection with this will be an exhibition of dolls from all the best known manufactures from every country.


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And three special prizes of \$200.00, \$100.00, \$50.00, or trophies of that value, at the option of the successful competitor, for the first, second and third collections; and twenty prizes of \$10.00 each for the best twenty dolls sent in by private juvenile exhibitors. Children to be admitted free to the building containing all the dolls, but adults to pay ten cents, the whole of the proceeds of the doll show to be given every week to those charitable institutions specially devoted to children.

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PROPOSED MANUFACTURERS AND LIBERAL ARTS BUILDING.
CANADA'S GREAT INTERNATIONAL EXPOSITION, 1896.

 Great Expositions will be held during 1895 in Tasmania, Atlanta, and the Great Indian Empire Exposition in London, All the special leading features of these will be available for Canada's Great Exposition.

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Imrie Kiralfy, the great genius and constructor, of Venice, in London, America, Columbus, etc., is to arrange the brilliant spectacle of the Indian Empire, in London 1895, and this will be a special feature for Canada's Great Fair.

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 All the advantages and experiences gained from the working of Paris, Chicago and California's Expositions will enable Canada's Exposition to have the best results at the minimum cost.

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And the pecuniary results to the business community will be very great. For instance, preparing the ground and constructing the buildings and the preparation of side-shows and Concessionaires buildings, together with the installation of exhibits, etc., will, prior to the opening, amount to a very large sum, and will be principally spent in the city which shall have the Exposition; and in estimating the attendance at four millions, this is far below what the writer believes will attend.

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Paris had an attendance of over twenty-eight million; Chicago of over twenty-one million; and California, far from the centres of population, had $2\frac{1}{4}$ million.


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Why, even Toronto Fair attendance totals up in a few days 250,000.

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In a city centrally situated and available for all the leading railroads and steamboats, it is more likely to have twice the number estimated, which at four millions is a ridiculously low estimate.

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 Just think, if only four million people come to your city, what enormous benefits to railways, steamers, tram-cars, cabs, private vehicles and theatres!


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Just think of it, ye hotel proprietors, store keepers, merchants, real estate agents, house agents,—four million of people,

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Take the small average of ten dollars each, spent by four million of people, a total of forty million dollars distributing benefits to all.

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 And the best incentive of all should be the fact that the promotion and consummation of Canada's Great Exposition will do more in making known the Dominion's resources than anything else has done during the last twenty years.

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The following is a carefully prepared estimate of the probable receipts and expenditures :

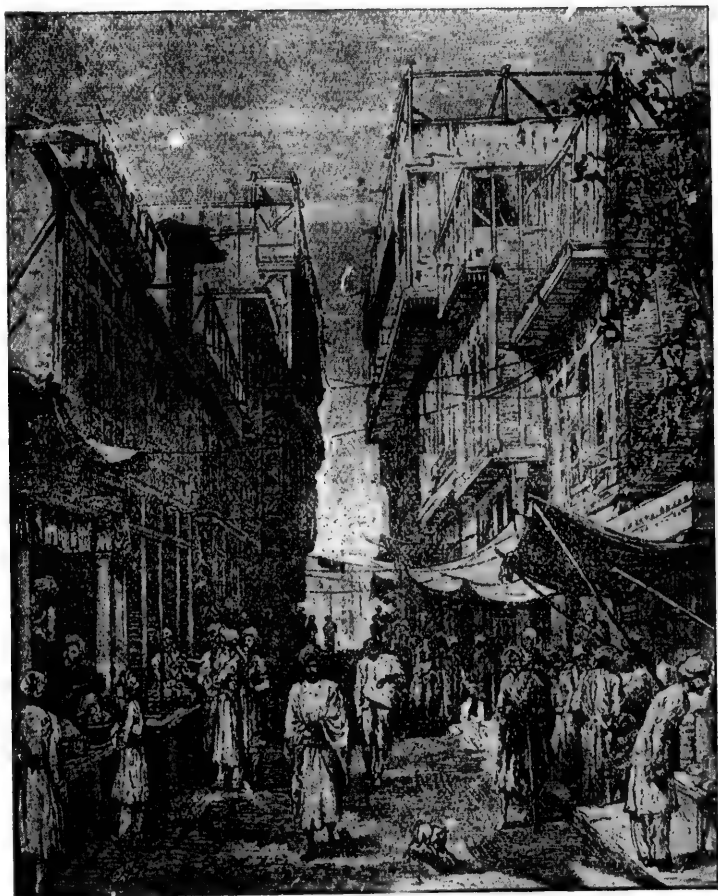
CONSTRUCTION EXPENSES.

Manufacturers and Liberal Art's Building.	\$120,000
Machinery and Electric Building.....	75,000
Fine Art's Building.....	75,000
Agricultural and Horticultural Building...	75,000
Administration Building.....	25,000
Boiler Plant and Building	25,000
Electric lights.....	15,000
Grounds, Band Stand and fencing.....	15,000
Flags, decorations and entrances.....	2,000
Furniture and fixtures.....	2,000
Statuary for grounds.....	10,000
Superintending, construction and engineers.	25,000
Special illuminations.....	25,000
Total.....	<hr/> \$489,000

OPERATING EXPENSES.

Postage, telegram and telephone.....	\$3,000
Bands of music.....	25,000
Insurance.....	15,000
Fire-works.....	15,000
Printing and stationery	10,000
Advertising.....	25,000
Gas and fuel.....	5,000
Travelling expenses	5,000
Foreign agents.....	15,000
Salaries and wages.....	150,000
Newspapers and national agitation.....	10,000
Miscellaneous expenses.....	25,000
Total.....	<hr/> \$303,000

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PROPOSED EAST INDIA STREET.
CANADA'S GREAT INTERNATIONAL EXPOSITION, 1896.

As it would be necessary to erect the buildings and constructions before deriving the principal revenue (from admissions, etc.), this will be done by incorporating with stock capital of.....\$500,000

The estimated revenue from sales of concessions..... 150,000

and say that only four millions of paid admissions at twenty-five cents each, this would give..... 1,000,000

Thus the receipts estimated are :—

Sale of stock.....\$500,000

Admissions, gate receipts as above indicated..... 1,000,000

Concessions..... 150,000

Total..... \$1,650,000

Expenditure from these receipts for:

Buildings and construction..... \$489,000

Operating expenses 303,000

Redemption of stock..... 500,000

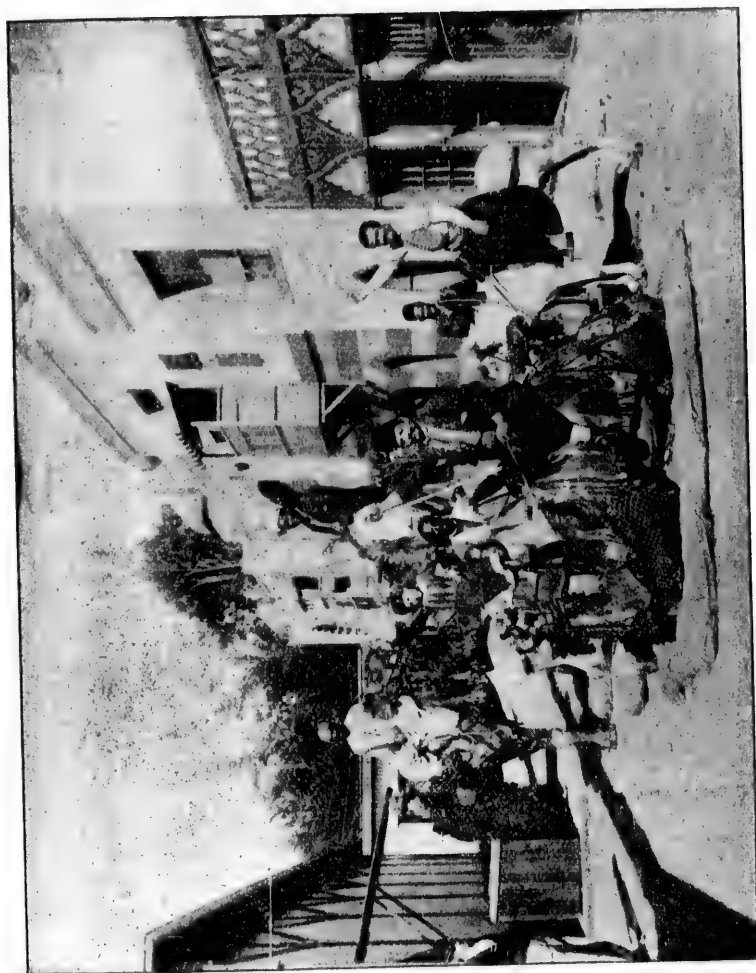
Twenty per cent. dividend on stock..... 100,000

Surplus balance..... \$1,392,000

258,000

\$1,650,000

Whilst the above receipts and expenditure refer to the Exposition itself, it is expected that the Dominion Government will make a special grant for the purpose of enhancing the displays of agriculture and horticulture, dairy, farming, etc., with special commissioners to operate the same. It is also expected that the Municipal Council will make a grant, with a special committee to take charge of fire, police, etc.



PROPOSED STREETS OF CAIRO.
CANADA'S GREAT INTERNATIONAL EXPOSITION 1896.

And the merchants and others form a committee to raise subscriptions to boom the Exposition and city, between this and the opening, May, 1896, as also for entertaining the visitors and special guests during the Fair.

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The British Government made a grant of \$320,000 for Chicago, and gave \$10,000 for Tasmania and a grant to Antwerp, thus it is only reasonable to infer that the Government would help Canada's Exposition with a grant to be expended under her own commissioners.

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America assuredly will not be behind in bestowing a sum sufficient on her commissioners to enable them to uphold the dignity of her people and give a token of appreciation of what Canada did for America at Chicago's Fair.

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Positive assurances have been given of the participation of exhibitors from the foremost of European nations, there being a general desire to acquire a diploma and medal from the Dominion of Canada.

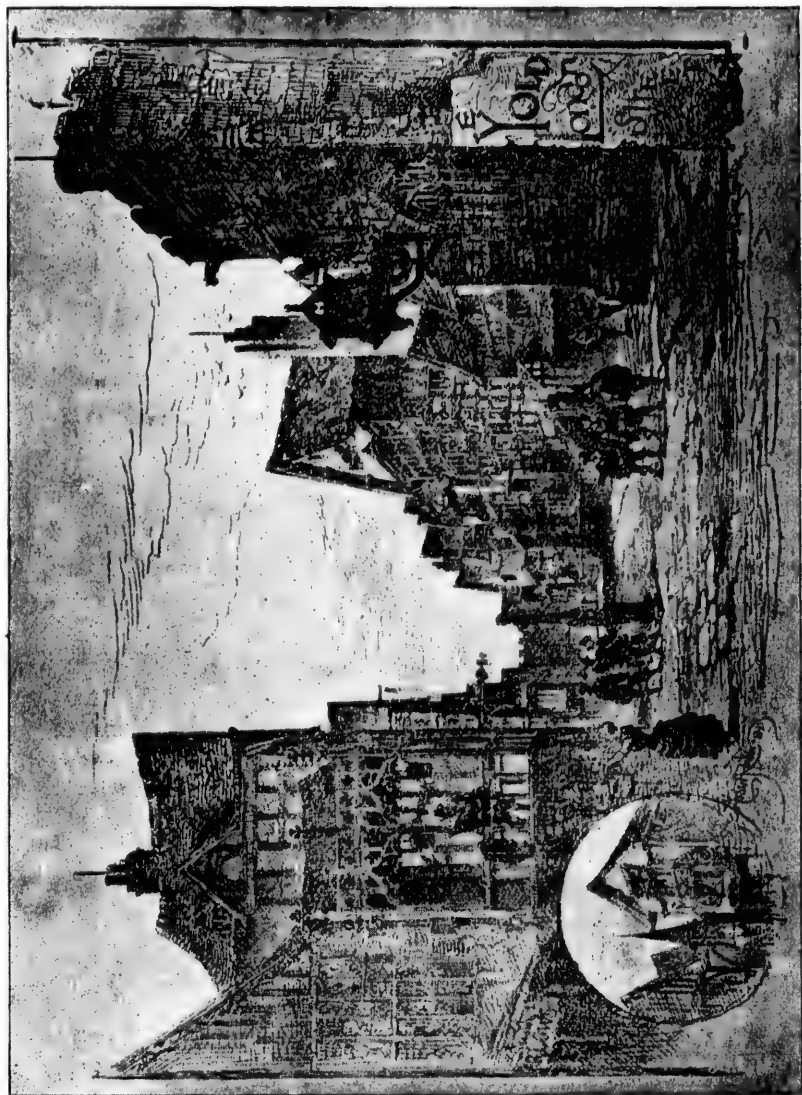
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All the foremost nations of the world have held International Expositions, and the diploma and medals therefrom can be found in all the prominent firms of the world.

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The diploma and medal of Canada's Great Exposition will be a valuable acquisition to the number.

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PROPOSED OLD LONDON STREET.
CANADA'S GREAT INTERNATIONAL EXPOSITION, 1896.

Many of the leading firms of the Universe will exhibit on that account.


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A prize of \$100.00 will be awarded for the best designed diploma, and \$100.00 for the best designed medal. Both diploma and medal must be typical of what the Dominion of Canada produces. And the competitors for these two prizes must be citizens of the Dominion.


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 When Canada's Great Exposition is opened, thousands will see the palaces, pavilions, chalets, kiosks, banners and flags, of all nations.


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 They will see the local color of foreign lands and feel the dignity of their own.


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 They will be in the midst of splendor and gaiety of one of the finest Expositions of the world.

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 They will pay tribute to the work of manufactures, engineers and artisans.

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 They will take pride in the productions of their own country, and feel an interest in the produce of others.

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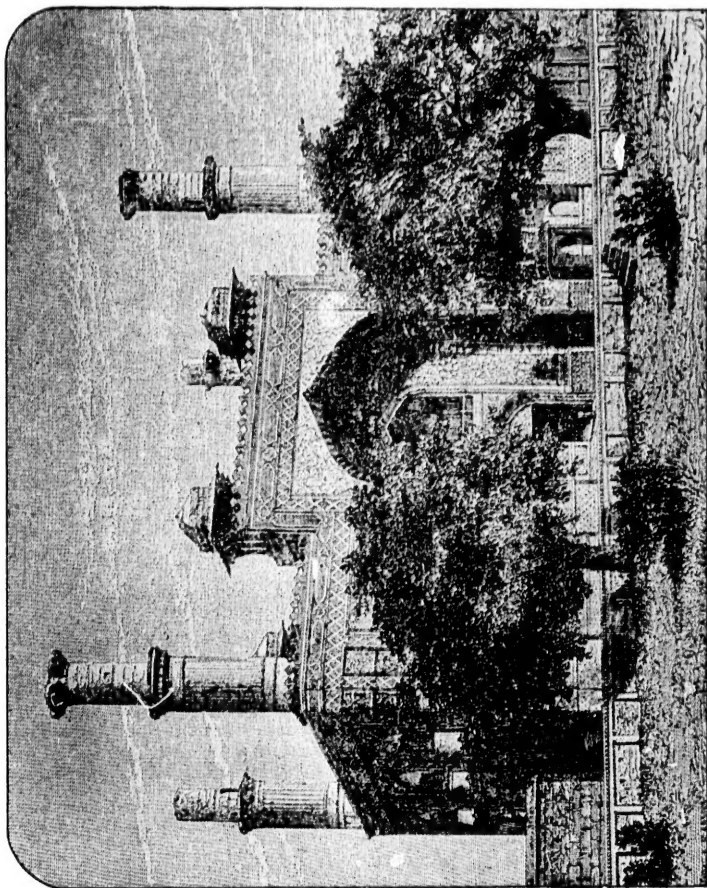
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PROPOSED MACHINERY AND ELECTRICAL BUILDING.
CANADA'S GREAT INTERNATIONAL EXPOSITION, 1896.


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 They will see before them a history of art, science and industry, and be brought into closer communion with the centres of thought and progressive activity.

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 They will see directed toward themselves a great commercial movement, and show to the world the great fertility and resources of the Dominion.

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 You that read this pamphlet can help to attain the purpose for which it is written! Then do it, and aid the desired result of a great Exposition for Canada in 1896.

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